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A liquid crystal display device comprises a pair of substrates (11, 12) bonded to each other by a sealing material (13) in the form of a frame provided therebetween, liquid crystal (14) held between the pair of substrates; a reflective layer (111) formed on one (11) of the substrates, and an alignment film (116) formed over the reflective layer (111) at the liquid crystal side. The surface of said one (11) of the substrates has a roughened area (11b) which is roughened and a flat area (11a) which is flat and surrounds the roughened area (11b). The alignment film (116) is formed in the roughened area (11b), and the sealing material (13) is formed in the flat area (11a).